

LONSDALE QUAY  
MARKET



WINTER  
FEST 2010





# WINTER FEST 2010

Lonsdale Quay Market presents “WinterFest”, an inaugural 17-day celebration of winter spirit. WinterFest will provide a welcoming atmosphere for residents and visitors to partake in the exhilaration and spirit of the Winter Games.

## Lonsdale Quay Market

Lonsdale Quay Market is located at the gateway to the North Shore. Overlooking the waterfront and the Vancouver city skyline, the Market is a well-known tourist destination and local community gathering place. Our goal is to offer a unique experience to all visitors and to provide an opportunity and environment for community expression. Lonsdale Quay Market acts as an anchor to the community, connecting businesses, supporting associations and engaging residents. The City of North Vancouver has recognized Lonsdale Quay Market as the optimal location to host the City Celebration Place. The City of North Vancouver is partnering with Lonsdale Quay Market to host this Festival.

## Torch Relay

The festival will kick off on February 10th, 2010 when the Torch passes through the Waterfront Plaza at Lonsdale Quay Market. The City of North Vancouver and Lonsdale Quay Market are excited and proud to host a celebratory Torch Relay event to welcome the Torch to North Vancouver. The event will take place from 8am - 10am and will feature music, First Nations drum circle and dancers, fire throwers, food and beverage, and community spirit. As Lonsdale Quay Market is a point of interest on the Torch Route it will be a natural gathering place for media, local government officials, local residents and commuters.






# WINTER FEST 2010

## WinterFest


WinterFest will be the City of North Vancouver's Celebration Place; sponsored and supported by the City of North Vancouver, a 2010 Olympic Winter Game Community Contributor community.

The Festival will run from February 12th to 28th, 2010 and will feature the following elements:

- Live Concerts, featuring local talent
- Multi-Cultural Performances
- Olympic Games Viewing on a Large Screen
- Food Fair and Community Market, featuring crafters and artist displays
- Kids' Entertainment
- Market Ambassadors providing Olympic and Local information
- Fundraising initiatives for the BC Cancer Foundation
- Local community and business displays to promote business on the North Shore



The goal of WinterFest is to engage the local community and visitors in the excitement of the Games. Providing a gathering place to view the sporting events will create a hub of activity in Lower Lonsdale, connecting local businesses and organizations with the magnitude of opportunities and exposure created from hosting the world. Local Community groups and organizations are encouraged to become involved with WinterFest as this will be an exciting and exhilarating time for the Community.




This festival will build upon the success of our popular Summer Festival, a North Shore tradition for over a decade. Ranked Best Music Festival in the North Shore Outlook 2009 Best of North Shore edition, the Summer Festival has been gaining popularity over the years, attracting people to the Lower Lonsdale community and to North Vancouver, gaining media coverage, and reaching attendance levels of 120,000 throughout the Festival. This has created a solid foundation from which to launch the 2010 WinterFest. In addition, Lonsdale Quay Market has previously been awarded and recognized for event planning excellence.






# WINTER FEST 2010

## Festival-Goers



WinterFest will cater to the Lower Lonsdale community and North Shore residents looking for places to celebrate, Vancouver residents travelling to and from Games venues, as well as the numerous tourists vacationing during the Winter Games. It will pull from the base of visitors and residents from Metro Vancouver who are familiar with the quality and diversity offered by the Summer Festival. We expect WinterFest to attract a similar turnout of families, older individuals and younger professionals who have attended the Summer Festival. The demographics of the North Shore and the inclusion of multi-cultural music, dance and food at WinterFest will appeal to niche markets and new arrivals to the area.

## En Route



Lonsdale Quay Market is located at the gateway to the North Shore and adjacent to one of VANOC's official bus stations. Tourists and locals alike will be traveling through daily to reach their Games venues. The SeaBus and the comprehensive network of bus services will allow the festival to be profiled to mass volumes of people. As public transportation is the preferred mode of transportation during the Games, this is the most ideal location to host a Celebration Place and welcome people into North Vancouver. VANOC's official bus pick-up and drop-off zone will be located at the Market's doorstep, on West Esplanade Street, and will be serving approximately 3000 people per day during the Games.

The Winter Games brings with it once in a lifetime opportunities and we invite you to celebrate the spirit through WinterFest.



Sincerely,

**Christine Woolley**

Marketing Coordinator

Lonsdale Quay Market Corp.

123 East Keith Road

North Vancouver, BC, V7M 3K7

(604) 985-2191 | [cwoolley@lonsdalequay.com](mailto:cwoolley@lonsdalequay.com)

[www.lonsdalequay.com](http://www.lonsdalequay.com)

